

ORDER



Orders	Order / Rev:	105142		
	Alt Order #:	06838587		
	Product Desc:	AMER FOR PROSPERITY		
	Estimate:	464		
	Flight Dates:	08/15/12 - 08/21/12	Primary AE:	Amy McCreary
	Original Date / Rev:	08/03/12 / 08/03/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Mentzer Media Services, Inc.		
	Buying Contact:			
	Billing Contact:			
	600 Fairmont Ave.			
	Towson, MD 21286			
		Billing Type:	Cash	
		Billing Calendar:	Broadcast	
		Billing Cycle:	EOM/EOC	
		Agency Commission:	15%	
Advertiser	Name:	Americans for Prosperity		
	Demographic:	A35+		
	Product Codes:	PLI2		
	Priority:	SELECT PRIORITY CODE		
	Revenue Codes:	POLITICAL/AGY, ISSUE, GEN		
		New Business Thru:		
		Order Separation:	00:15:00	
		Advertiser External ID:		
		Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/21/12	96	\$75,075.00	\$63,813.75		August 2012	96	\$75,075.00	\$63,813.75	0.00
						Totals	96	\$75,075.00	\$63,813.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$75,075.00
Market	100%	\$202,905.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$60,871.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$42,610.14
KTUD	0%	\$0.00
KVVU	10%	\$20,290.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,058.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/15/12	08/17/12	M-F 6-7a WakeUp w/Wagners	6-7a		-- WTF --	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-- WTF --		3			\$700.00		0.00				

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/15/12	08/17/12	M-F 6-7a WakeUp w/Wagner	G	6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$700.00		0.00			
E 2	KSNV	08/15/12	08/17/12	Today Show	CM	658a-9am	--WTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$1,400.00		0.00			
E 3	KSNV	08/15/12	08/17/12	M-F Today Show II	3rd HCM	9-10a	--WTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$500.00		0.00			
E 4	KSNV	08/15/12	08/17/12	M-F Today Show III	4th HCM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$325.00		0.00			
E 5	KSNV	08/15/12	08/17/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	6	\$325.00	1	0.00	NM	6	\$1,950.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6				\$325.00		0.00			
E 6	KSNV	08/15/12	08/17/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$450.00		0.00			
E 7	KSNV	08/15/12	08/17/12	M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$1,000.00		0.00			
E 8	KSNV	08/15/12	08/17/12	M-F Jeop/Wheel	CM	630-730pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6				\$1,000.00		0.00			
E 9	KSNV	08/15/12	08/17/12	Face to Face w/ Ralston	CM	730-758pm	--WTF--	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$800.00		0.00			
E 10	KSNV	08/15/12	08/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	6	\$1,100.00	1	0.00	NM	6	\$6,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6				\$1,100.00		0.00			
E 11	KSNV	08/15/12	08/17/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	6	\$425.00	1	0.00	NM	6	\$2,550.00
TONIGH SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6				\$425.00		0.00			
E 12	KSNV	08/18/12	08/18/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$350.00	1	0.00	NM	2	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		2				\$350.00		0.00			
E 13	KSNV	08/18/12	08/18/12	News 3 Sunrise SATURDAY	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Today											
				Saturday Today											
				SAT TODAY											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S-	2	\$625.00	0.00						
E 14	KSNV	08/18/12	08/18/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
				Sa-Su Early News											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S-	2	\$650.00	0.00						
E 15	KSNV	08/18/12	08/18/12	Weekend Jeopardy/Whe6M	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
				WKND Jeop/Wheel											
				JEOP/WHEEL											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S-	2	\$500.00	0.00						
E 16	KSNV	08/18/12	08/18/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
				Vegas Inc.											
				VEGAS INC											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S-	1	\$375.00	0.00						
E 17	KSNV	08/18/12	08/18/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S-	1	\$1,100.00	0.00						
E 18	KSNV	08/19/12	08/19/12	News 3 Sunrise - SUND&M	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				News 3 Sunrise SUNDAY											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S	1	\$325.00	0.00						
E 19	KSNV	08/19/12	08/19/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
				Sunday Today											
				SUN TODAY											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S	2	\$625.00	0.00						
E 20	KSNV	08/19/12	08/19/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				Meet the Press											
				MEET THE PRESS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S	1	\$3,000.00	0.00						
E 21	KSNV	08/19/12	08/19/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				Chris Matthews SUN 9:30am											
				CHRIS MATTHEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S	1	\$500.00	0.00						
E 23	KSNV	08/19/12	08/19/12	NFL Football	CM	1P-9PM	-----S	:30	2	\$3,200.00	1	0.00	NM	2	\$6,400.00
				NFL Football											
				NFL PRESEASON											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S	2	\$3,200.00	0.00						
E 24	KSNV	08/19/12	08/19/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				LATE NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S	1	\$1,100.00	0.00						
E 25	KSNV	08/19/12	08/19/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				Sports Night in Las Vegas											
				SPORTS IN VEGAS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/13/12	08/19/12	-----S	1	\$400.00	0.00						
E 26	KSNV	08/20/12	08/21/12		CM	6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-/a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners															
WAKE UP															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	2	\$700.00	0.00										
E 27	KSNV	08/20/12	08/21/12	Today Show	CM	658a-9am	MT-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	2	\$1,400.00	0.00										
E 28	KSNV	08/20/12	08/21/12	M-F Today Show II 3rd HCM		9-10a	MT-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY SHOW 2															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	2	\$500.00	0.00										
E 29	KSNV	08/20/12	08/21/12	M-F Today Show III 4th HCM		10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW 3															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	2	\$325.00	0.00										
E 30	KSNV	08/20/12	08/21/12	Rachael Ray	CM	11am-12pm	MT-----	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RACHEL RAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	4	\$325.00	0.00										
E 31	KSNV	08/20/12	08/21/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR PHIL															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	2	\$450.00	0.00										
E 32	KSNV	08/20/12	08/21/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	4	\$1,000.00	0.00										
E 33	KSNV	08/20/12	08/21/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
JEOP/WHEEL															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	4	\$1,000.00	0.00										
E 34	KSNV	08/20/12	08/21/12	Face to Face w/ RalstonCM	CM	730-758pm	MT-----	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
FACE TO FACE															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	2	\$800.00	0.00										
E 35	KSNV	08/20/12	08/21/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
LATE NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	4	\$1,100.00	0.00										
E 36	KSNV	08/20/12	08/21/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TONIGHT SHOW															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/20/12	08/26/12	MT-----	4	\$425.00	0.00										

Totals

96 \$75,075.00